

Pattaya

THE FUN SIDE OF LIFE



Changed for the better

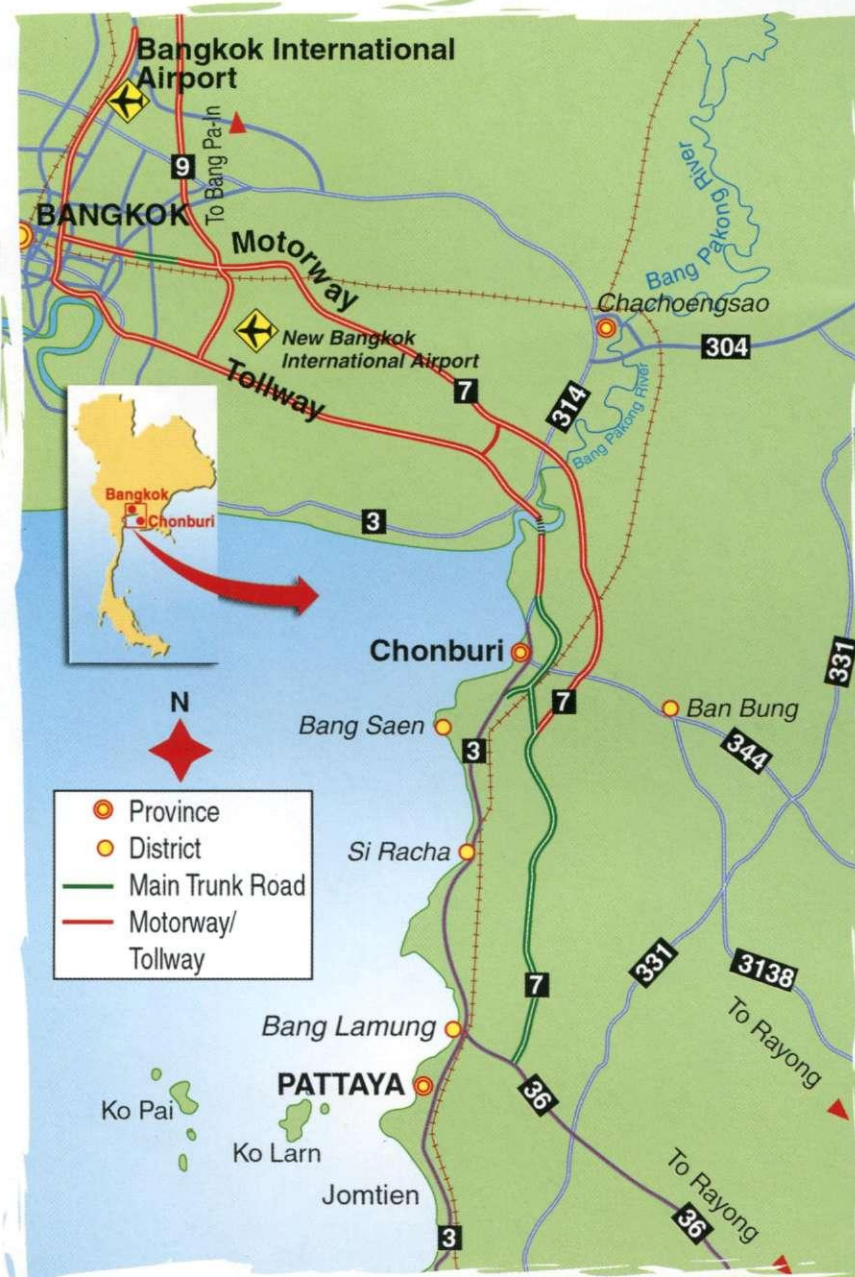


Take time to rediscover Pattaya. Thailand's first premier beach resort has been rejuvenated and repositioned as an exciting, value-for-money destination. There's something for everyone. A quiet revolution has taken place that

has transformed Pattaya into a fun resort with a touch of fantasy, reinvigorated, clean and very user-friendly. This is Asia's most sophisticated resort where people party at night and unravel from stress on quiet island beaches during the day. Here are the step-by-step selling points that will help you tell your customers: "Be there, it's better".

PATTAYA PLUS POINTS

- ✓ **Access:** It's as close as a non-stop flight from the nearest European gateway city and a short two-hour limousine transfer on a modern motorway network.
- ✓ **Green:** Asia's only resort to have a fully integrated water treatment system that keeps Pattaya's and Jomtien's seawater certifiably clean.
- ✓ **Weather:** Pattaya is a year-round destination with mild swings in prevailing winds and seasons that ensure it is always safe to swim.
- ✓ **Hotels:** All star accommodation, from budget to five-star, awaits visitors with bargain packages and unrivalled hospitality.
- ✓ **Beaches:** Clusters of island beaches isolated from the crowds or the popular 7 km long Jomtien Beach – clean and revived – await the visitor.
- ✓ **Gateway:** Excursions to rural Thailand, fishing villages, fruit orchards and eastern seaboard islands are the one- or half-day tour options.
- ✓ **Fruit and festivals:** Added value features – an abundance of tropical fruit, fresh from neighbouring orchards and a calendar of colourful carnivals and sports.
- ✓ **Shopping:** An array of brand-name department stores, factory outlet malls, international chain supermarkets and the traditional markets prosper too.
- ✓ **Activities:** Top quality sports – an opportunity to learn scuba diving or gain a golf handicap at bargain prices.
- ✓ **Family fun:** A variety of fun activities for families that includes theme parks, open zoos a horse-riding school and an elephant village.
- ✓ **Entertainment:** Unrivalled value for money and quality dining options, Asia's largest discos for the cool generation and family-style pubs for the seniors.





Orientation

Getting there:

Bangkok, the premier leisure travel gateway to Asia's most famous resorts, is served by 60 international airlines. All major European airlines fly non-stop services to the Thai capital, cutting travelling time to less than 12 hours.

Pattaya is Thailand's most accessible beach resort, just a two-hour drive from Bangkok's international airport. Mercedes Benz limousines cover the 140-km journey from airport to hotel either on the Bangkok-Chonburi overhead tollway or via motorways 9 and 7.

In mid-2005, Pattaya will be even closer when Bangkok's new international airport is fully operational just 70 km north of Pattaya, adjacent to the Bangkok-Chonburi tollway.



A family or individual traveller can transfer by limousine from Bangkok to Pattaya for euro 100, while tour groups travel in luxury coaches for less than euro 6 per person.

Car rental

International car rental companies have offices in major hotels and key locations in the resort. Fleets are less than one year old and fully insured.

Road signs are in Thai and English and car rental firms provide maps and suggested itineraries. Drivers must have an international driving licence and be over 21.

Clean seas and cool beaches

There's been a transformation in water purity levels, making Pattaya one of the safest spots to swim in Thailand. The resort is the first to have a full community-integrated water-treatment system linked to households and commercial business, including guesthouses and hotels. Operating to European standards, readings are taken at four points in main bay Pattaya and Jomtien Beach. Throughout 2001 they showed the seawater quality was comparable with resorts in Spain and Italy.

Weather and seasons

In a region so lush as Pattaya's east coast you would expect to see a rain cloud or two at certain times of the year. There is a rainy season – but not day-long torrential rain and floods that could upset holiday plans. Pattaya is a year-round destination where beaches are open and safe for swimming, regardless of the season. At six-monthly intervals, there's a gentle swing in the winds from the south-west to the south-east. If one island beach faces the wind and breakers, another is blessed by calm waters and soft breezes. In fact you can set your watch by the rainy season's afternoon showers that blow in from the Gulf of Thailand for one hour and are followed by a strong cooling wind that dispels the clouds and humidity.



Pattaya plus

Accommodation

Pattaya has a diversity of accommodation from quiet rustic bungalow resorts to modern five-star hotels. Quality and hospitality are legendary. There are 30,000 registered hotel rooms that fit into the three- to five-star categories.

Throughout the star ratings, room rates reflect value for money unrivalled in Asia. Tropical garden settings and spacious free-form swimming-pools with waterfalls and jacuzzis are the hallmark outdoor features.

Pattaya hotels are also renowned for their lavish buffet breakfast spreads.



International buffet dinners are also a Pattaya tradition often set up in the garden or at poolside with ice-carvings and an in-house band to serenade diners. Highlights are the fresh seafood from the Gulf of Thailand and a colourful display of tropical fruit from neighbouring provinces. Hotels usually quote the buffet breakfast in the room rate, but all-inclusive deals have never been popular.

Spas and wellness

Spas are the fastest growing segment in leisure in Thailand. All of Pattaya's five-star resorts feature high quality spas using internationally renowned products combined with traditional Thai massage

and herbs to create a sense of wellbeing.

An individual spa treatment costs as little as euro 24 while the full luxury session for a couple could be between euro 135 and 200.

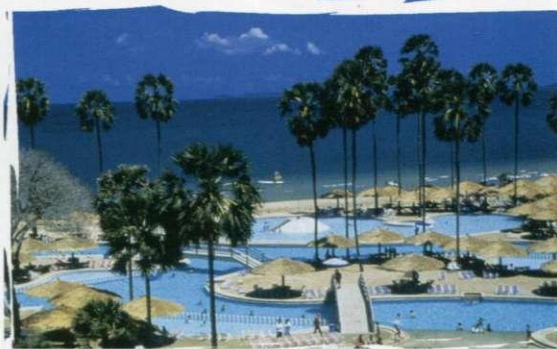
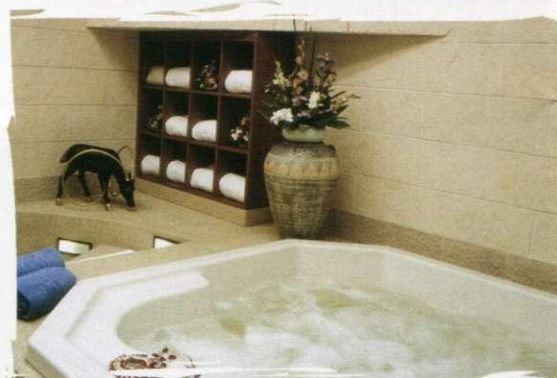
Incentives and special events

Five-star resorts also cater for large-scale incentives and events, using either spacious gardens at poolside or ballrooms to venue theme parties for up to 2,000 people.

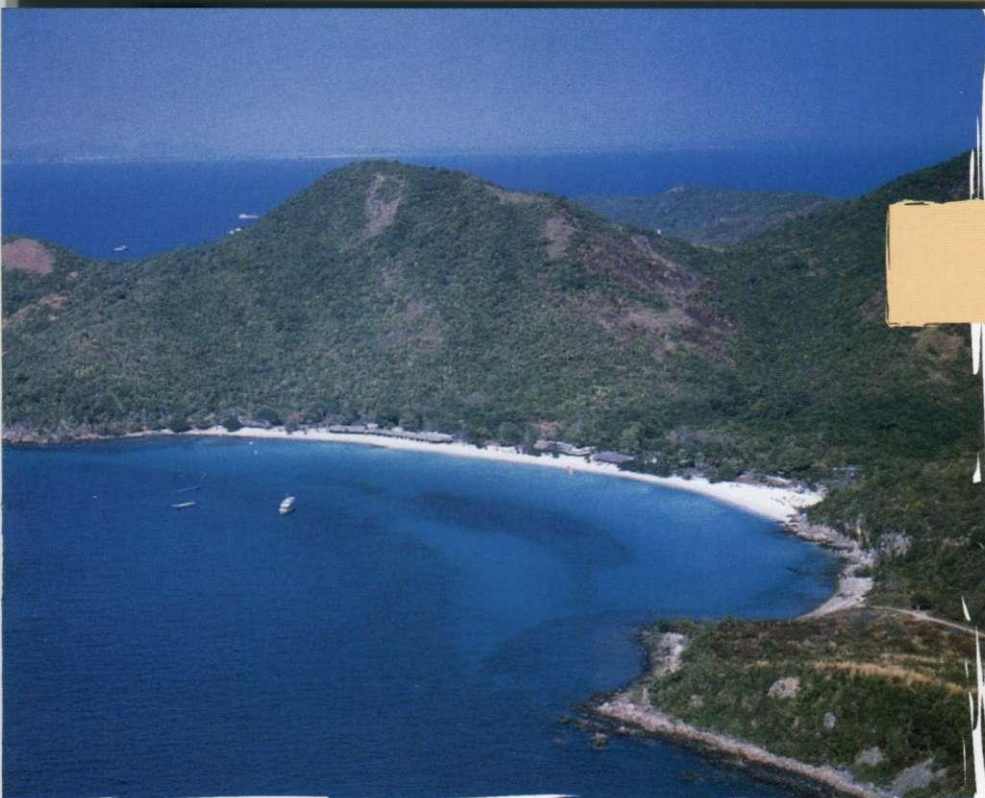
Known technically as MICE, the meetings, incentives, conventions and exhibitions business is booming in Pattaya. Incentives organised by top European companies have been visiting the resort's five-star hotels for a decade or more. More recently the market expanded into exhibitions as larger halls opened within hotels and as stand-alone complexes. Large-scale

incentives benefit from the resort's wide range of accommodation options located within a close 2-km radius. There are occasions when the hotel industry co-operates with the resort's municipal authority to close part of the Beach Road to traffic and transform it into a food bazaar to cater for an outdoor beachside event.

The latest addition is a state of the art dedicated exhibition centre, capable of handling product launches, sports events and trade shows for up to 5,800 people. PEACH or the Pattaya Exhibition and Convention Hall has successfully hosted corporate extravaganzas, festivals, incentive theme parties as well as top exhibitions brand launches.



Beach life



It is difficult to believe that a 30-minute boat ride will bring the Pattaya visitor to an almost deserted cove – a perfect spot for a private beach party.

Fast twin-engine speedboats, capable of seating up to 14 passengers and equipped with life jackets, crest the waves in comfort to bring visitors to Bamboo Island.

These reliable craft are chartered from boat operators based at hotels. Rates are posted clearly according to the size of the speedboat and destination. A day charter to Bamboo Island costs between euro 100 and euro 125 including fishing bait and rods.

Bamboo (known as Pai in Thai) Island is off limits to all commercial activity including the sale of umbrellas, chilled water, snacks and other luxuries such as a traditional Thai massage. It is the typical carry-on and carry-off island. Travel with your food, shelter and drinks and return leaving nothing behind but your footprints.

The day is yours to swim in crystal-clear waters or snooze on the beach until sunset when the speedboat returns to mainland Pattaya.

There are some diversions. Along with the transfer, the speedboats provide bait and rods. They anchor just off the cove and even the first-time angler will reel in

a catch of fish in less than one hour. A bucket crammed with fish turns the thoughts to Pattaya's most popular activity – dining out. From the castaway island of Pai it is just a 15-minute spin to the much larger island of Larn, famous for its semi-outdoor seafood restaurants. The trick is to arrive after Larn's lunch crowd has dispersed. Drop anchor here and watch the restaurant owner fry your catch, transforming it into a tasty, fresh, crispy fish dish. Then there's fresh crab to follow, steamed fish, squids laced with exotic spices and herbs. This enormous picnic will cost a group of six people less than euro 100, drinks included.

You can also charter a luxury catamaran or a Chinese-style junk for a leisurely sail to the islands with a seafood barbecue catered on board.

On popular Jomtien Beach children love the banana boats that snake their way through the surf, twisting and turning until everyone falls off.

This coconut-lined beach is the ideal spot to do nothing except admire other beach goers, snack on seafood and Thai spicy salad sold by touring vendors or enjoy a traditional Thai massage.





Pattaya getaway

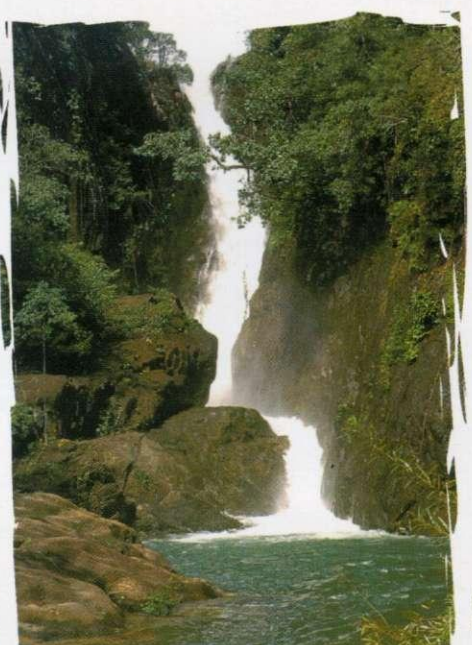
South of Pattaya, there are small fishing hamlets where residents derive a livelihood from the Gulf of Thailand, using techniques that have remained unchanged for generations. Fishermen still haul their boats up a beach or sail them carefully through tiny channels to a village hidden by a spar of sand and tropical greenery. Their neighbours are five-star hotels on a 15-km stretch of beach known as Jomtien. From the headlands overlooking Pattaya's main bay, the beach curves south in a long arc beyond a marina, an anchorage for ocean-going yachts, to the edge of a protected bay and islands where giant turtles still

clamber up the beaches to lay their eggs in an annual ritual dependent on seasonal tides and currents. A traveller who hires a car from one of the internationally recognised rental firms in Pattaya has the freedom to explore these bays that dot the coastline for 40 km to where it turns east towards the neighbouring province of Rayong. A journey can start with a visit to a small fishing hamlet built of bamboo and nipa leaves at the southern edge of Jomtien bay. Nearby the seafood restaurants of Ban Amphoe jut out into the bay on weather-worn jetties. Here for a fraction of the cost of a lunch at an island restaurant you can dine on the day's

catch bought from neighbouring fishermen.

Further south the tiny fishing village of Bang Saray is noted for its deep-sea fishing where at the Angler's Inn a boat can be hired for the day to search for the majestic marlin and sailfish. A charter costs as little as euro 100 for the day with gear and bait provided and comes with the expert knowledge of a local fisherman.

Close by on the coastal highway between Pattaya and the naval town of Sattahip stands a garden resort where visitors can admire tropical flowers and shrubs or view a daily cultural show. Further inland, hills rise from the coast topped by picturesque temples and parkland often built as a labour of love by devoted Buddhists. Small lanes take the traveller back through villages and plantations to Pattaya, ideal territory for an avid mountain biker.



East coast excursions

Rayong is Pattaya's neighbouring province famed for its unspoilt beaches, national park islands and fruit orchards. Pattaya is the ideal base to hire a car and explore the coastline that stretches east 300 km to Trat and the border with Cambodia.

Road conditions are fine with most of the eastern seaboard towns linked to Pattaya by four-lane highways. On average cars can cover 70 km every hour, meaning the most popular resorts can be visited within two hours. The drive to Laem Ngop, where the Chang Island ferry departs, takes approximately four hours.

Island day-tours

Samet Island is the focal point of a one-day tour of Rayong province. A car or mini-bus trip to Ban Phe takes just one hour and the ferry crossing 20 minutes.

Samet's sheltered beaches are part of a marine national park. A typical day-tour visits Ban Phe fishing village and then crosses the narrow straits by ferry to Samet Island. Lunch is served at a beachside restaurant, leaving the afternoon free to explore the island before returning to Pattaya in the early evening.

Gems and orchards

There are also the popular sapphire tours to Chanthaburi, the next province after Rayong. The gem tours are usually combined with a visit to a fruit orchard and the French style cathedral, the largest in Thailand, located in the old Chanthaburi town.

The day's excursion will end with a visit to one of Chanthaburi's two national parks where a short trek through the rainforest leads to a picturesque waterfall.



Around Pattaya half-day tours

Half-day tours that stay closer to Pattaya explore the coast northwards in Chonburi province. One half-day tour features stops at a marine centre in Bangsaen and a stonemason's village noted for its granite-made mortars and pestles. A stop is also made at a headland temple overlooking Bangsaen resort where a tribe of monkeys roam freely. Other rural tours feature a trip to Khao Khiew Open Zoo that stands in a 1,200 acre property featuring the second-largest walk-through aviary in Asia.





Fruit orchards are big business along the eastern seaboard. From here fruit is exported to all major cities in Asia or to your table in a five-star hotel in Pattaya.

Fruit festivals

In neighbouring Rayong province orchard growers celebrate with a fruit festival in May, where judges award merit and distinction to the top produce of the season.

Exotic fruits such as the durian, langsat, santol, jackfruit and the ever-popular pineapple and mango are found in abundance in Rayong and Chanthaburi provinces.

One of the highlights of a drive along the coastal road from Pattaya to Rayong and Chanthaburi is to stop at the roadside markets to sample the sweet, refreshing taste of ripe melons and pineapples.

Water festivals

Every year in April Pattaya moves into top gear for its annual water festival. Songkran is celebrated nation-wide but it takes on an even more spirited form in Pattaya almost to carnival proportions.

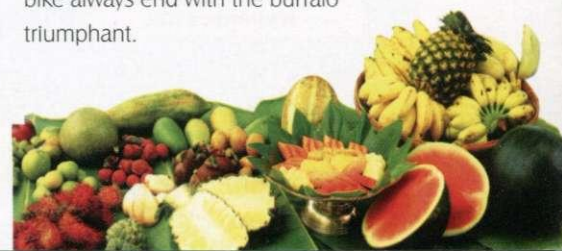
The annual Pattaya festival is held at the same time featuring floats, beauty competitions, cooking demonstrations and sports events. Just as fascinating is the Loy Krathong festival, held on the full moon night in November, when Thais pay respect to nature by floating banana-leaf "krathong" on the sea or rivers.

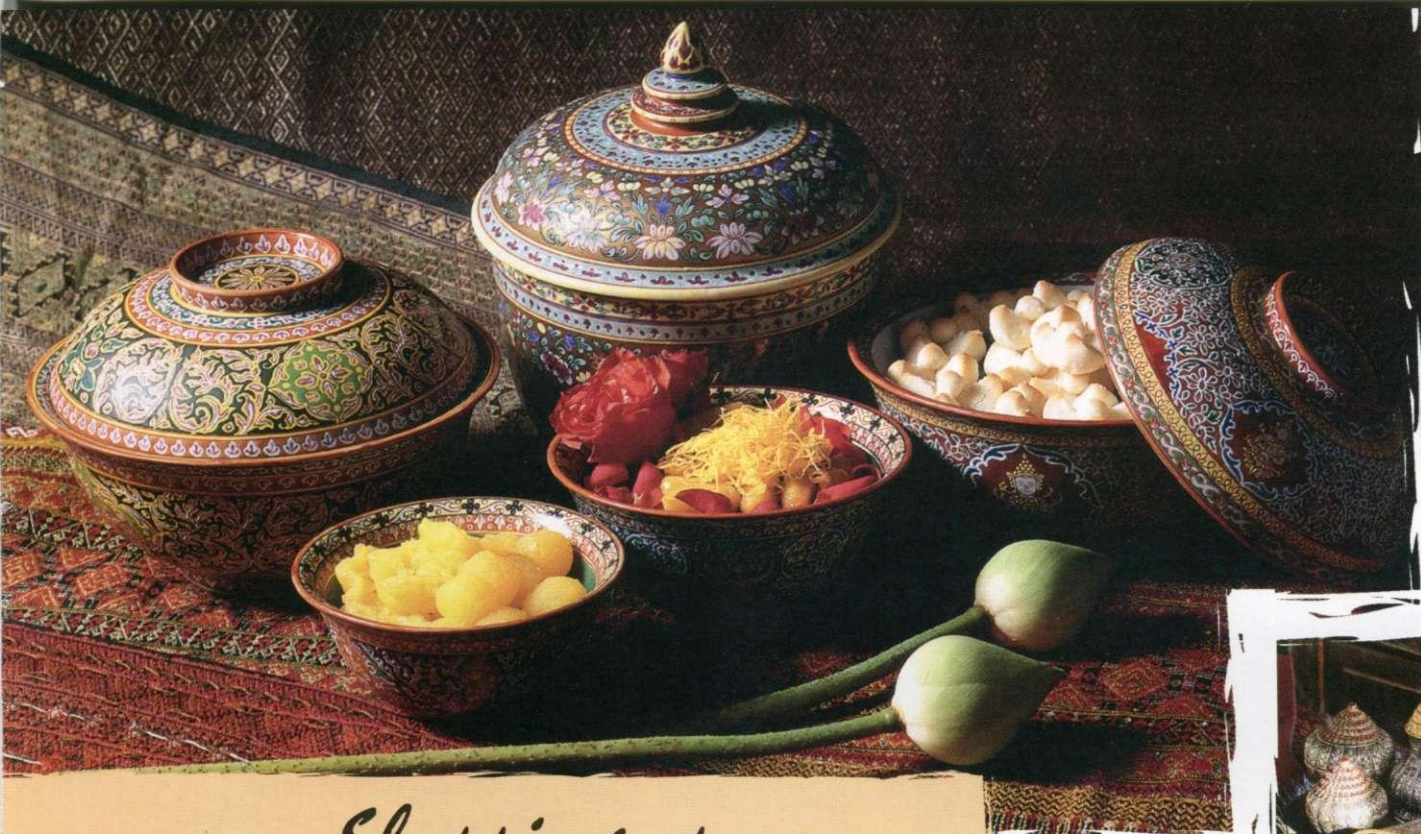
Sports events

Sports such as the annual Pattaya marathon and a triathlon too are scheduled in the calendar.

From November through to December there are windsurf and sailing regattas. Perhaps the most unusual is the annual buffalo races held in October at Chonburi, just 40 km north of Pattaya. This is a unique event that pits the fastest buffaloes in short sprints. Novelty races such as beast against mountain bike always end with the buffalo triumphant.

Exotic fruits and festivals





Shopping spree

Shopping malls

All the main supermarket chains, many of them household names in Europe, moved into Pattaya some years back. Bangkok's department stores opened branches, too, some of them more elaborate than their namesakes in the capital.

An outlet mall was the latest edition sporting genuine brand items that are made locally.



It's all part of Pattaya's friendly new image. Visitors can escape the midday sun for a cool shopping mall where ice-cream parlours and the familiar logos of international food chain restaurants vie for attention. On the top floors are state-of-the-art cinemas that feature the latest movies with English soundtrack and

entertainment complexes that target teenagers.

Markets and bazaars

Local handicrafts are flourishing too. There are more night bazaars than ever before – one giant outdoor market is located near Jomtien and the other close to the beach road in main bay Pattaya. They sell clothes both modern and traditional. Woodcarvings, knick-knacks, silverware and pottery are also popular buys.

Traditional handicrafts

High quality Thai silk and other fashion fabrics are on display at up-market stores and handicraft shops that have been in business in Pattaya for decades.

It is possible to buy a complete set of furniture handcrafted in teak and shipped back home from the factory.

Woodcarvings, bronze ware, sculptures and modern and traditional art are all well represented.

Gems and jewellery

Pattaya is a centre of quality craftsmanship and home to shops that guarantee authentic designs and settings. Sapphires and rubies are made

into rings and jewellery items at a fraction of the cost in Europe.

Guarantees and certifications are in place now and all reliable shops are members of a scheme that monitors quality and prices.

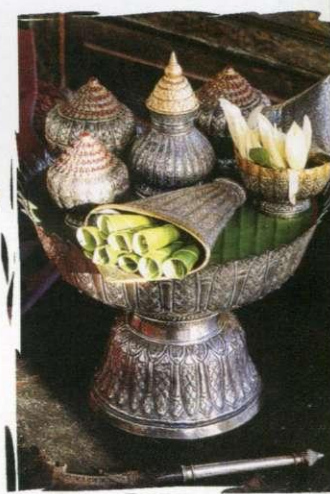
24-hour suits

Thailand's tailors are famous for delivering the 24-hour suit to your hotel door including two fittings for a remarkable price. They may even include a couple of shirts and safari jacket.

The tradition lives on although most prefer tailors prefer a little more time to stitch a suit. Standards are high and options include tuxedos and even winter coats.

If all else fails

Shopping in the capital is also quite feasible. The 135-km drive to the city takes less than two hours outside of the peak hours – 0730 to 0930 and 1700 to 1900. Prices and the range of goods are identical but for specialised purchases Bangkok is a half-day shopping option. Shops close at 2100.



Family outings

Families can have fun in Pattaya, enjoying sports and leisure activities that are remarkably inexpensive.



Bowling

There are three international standard bowling alleys with digital scoring, top gear and even coffee shops for snacks and ice-cold beer.

Go-karts

Children love the resort's two go-kart circuits that cater for beginners all the way to race-bred amateurs. There's even an off-road track for those who like to eat dust. Karts are powered by 5 hp to 15 hp engines, but there is an advanced category for race-proven drivers.

Water-skis

If water-skiing in Pattaya bay is too much of a challenge, there's the cable-ski on an inland lake where children can safely handle the fun of skiing and parents can breathe easily.

Elephants

Learn about elephants from the experts at the Pattaya Elephant Village. While there is an afternoon show designed for children, there is also the opportunity to meet the Village's elephant

handlers who explain the lifestyle and care of elephants even to demonstrating the use of Thai herbal medicines.

Trail rides

Elephant or pony treks through meadows and forested hills just a few kilometres inland from Pattaya are popular half-day activities. These rides pass through villages, farms and plantations and even ford streams.

Paintball

A mock-up of a typical Thai village in a coconut

plantation is the venue for paintball competitions. It has a Rambo air to it, making the mock battles appear even more authentic.

Horse riding

A school with 40 horses and an indoor stadium where trainers show both riders and horses the steps to master both sport and classical riding skills. Trail rides are organised on the club's 2,500 acre property. A group ride for four to six people costs approximately euro 30.

Thai boxing

Pattaya has its own boxing stadiums and a professional

training camp that is open to visitors. It even enrolls foreigners for short courses in the basic skills and traditions that govern this exciting sport.

Theme parks and shows



Scaled-down models of famous buildings throughout Thailand and Southeast Asia plus a few of the popular European ones for good measure make for an interesting family outing. There is also an open zoo that has the second largest walk-through aviary in Asia.

Children love to view tigers and crocodiles that are kept in an environment that is close to their natural habitat.

A half day can easily be spent watching



a cultural and folk dance show followed by demonstrations by working elephants as well as handcraft presentations. One enterprising local has even created a floating market with all the trappings such as the typical fruit and noodles vendors who hail from nearby villages. There are also handicraft demonstrations and introduction to rice cultivation.



Healthy sports

shops provide full certification courses all the way to instructors. Costs range from euro 250 to euro 325 including equipment all the way to instructors. They also sell specialised wrecks, photography and advanced reef dive packages that cost euro 14 to euro 25. Beginner dives are sited at the islands of Larn, Sak and Kok while advanced dives are venues at Man Wichai and Rin islands.

Windsurfing

Jomtien Beach is a windsurfer's haven where you can watch Thailand's windsurf team practice for the tournament season or sign up for lessons with a former champion.

Yachts and marinas

Pattaya is home to a top sailing club. Membership rules apply but keen sailors will probably find they have reciprocal rights to visit and the buddy system in the sailing fraternity opens doors to enjoy this sport away from home. A marina on Jomtien Beach is home to a fleet of locally owned ocean-going yachts and power cruisers.

Golf

It's an expensive proposition in time and money to achieve handicap status in Europe. It can be achieved during a Pattaya vacation.

There are 15 international standard golf courses within a 30-minute drive of Pattaya that welcome overseas visitors. The courses have professional coaches and drive ranges.

Specialised golf tour companies in Pattaya work closely with hotels and the top golf clubs to organise golf trips at preferential rates including a two-way transfer between hotel and the golf course. A round of golf, including green and caddy fees costs approximately euro 40.

These specialists know the best times to play and have access to the top courses to help you improve your game or even get that handicap.

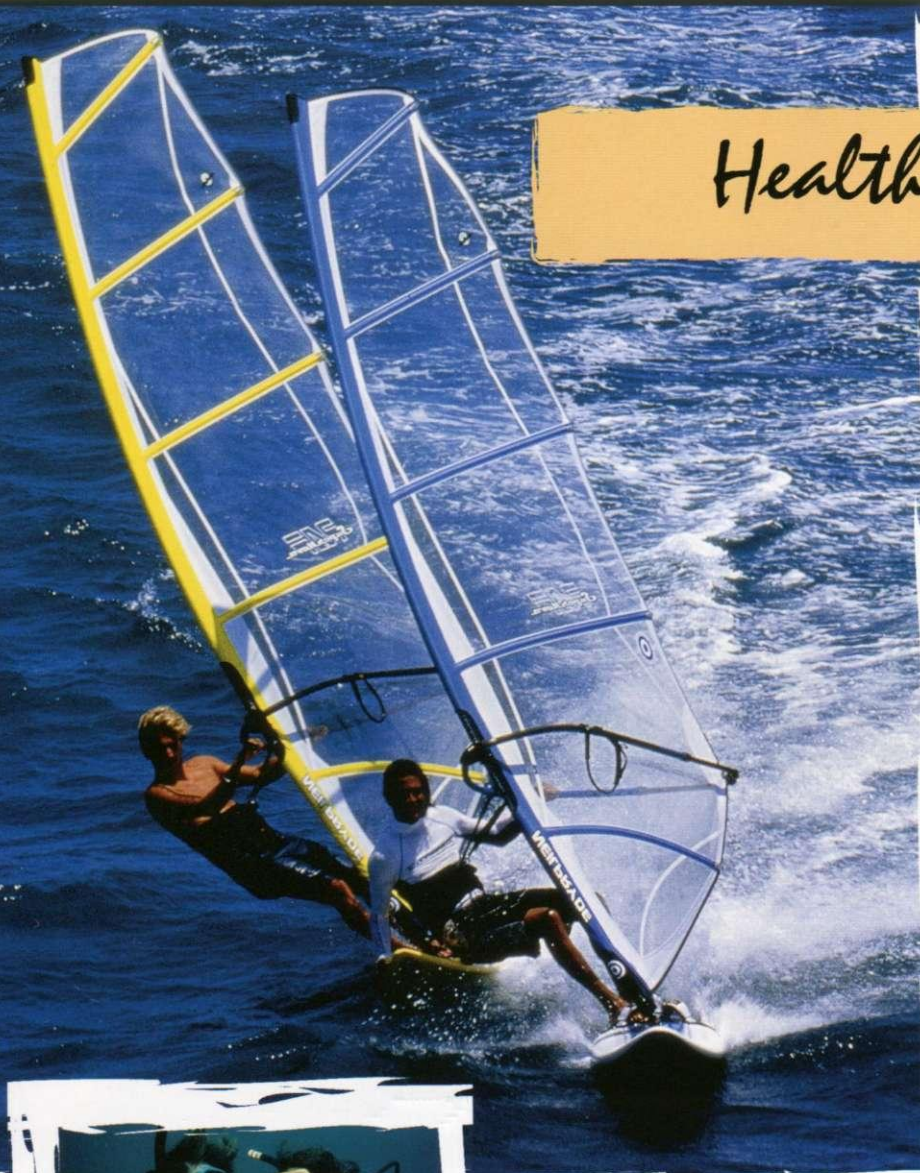
Sports were always a key attraction in Pattaya from the early days when hotels introduced tennis courts and clinics.

Tennis

There is now a calendar of tennis tournaments that attract Asia's top players, including the highly successful Volvo's Open Women's Tournament. All the four- and five-star resort hotels have professional standard tennis courts and resident coaches.

Scuba

Learning to scuba dive is a bargain. It's also more comfortable in Pattaya's warm seas. There are as many as 20 professionally managed scuba diving companies at the resort that employ PADI and NAUI certified instructors. Resort courses provide the basics with orientation in a hotel pool followed by a dive off one of the islands. This introduction costs about euro 55. Dive



Days and nights -

contrasts and colours

Here's the combination - quiet days under the shade of a beach umbrella on one of Pattaya's offshore islands and exciting nights, dancing in a disco or dining out at a superb restaurant.

At sunset after a day on the beach, you can return to a five-star hotel to enjoy an exotic cocktail or visit one of Pattaya's international brand restaurants before exploring the disco scene.

Walkabout

There's a nightly walking street off limits to cars where you can stroll past bars and entertainment spots in South Pattaya's famous bar district. Enjoy a cold beer and joke with the locals, but move on to the theme pubs with their own house bands.

The choice is endless. There are small discreet cocktail lounges where you can enjoy pre-dinner drinks or popular boisterous clubs that serve meals and then transform into night-clubs once the in-house band arrives at 2100. Then if energy levels are peaking, go for Asia's largest and most sophisticated disco.

Dining

Pattaya has something for everyone. They can order room service and watch a movie or dine out on hot spicy Thai dishes in one of the resort's semi open air restaurants.

High-quality service and standards found in hotels have successfully crossed over to the resort's several hundred restaurants.

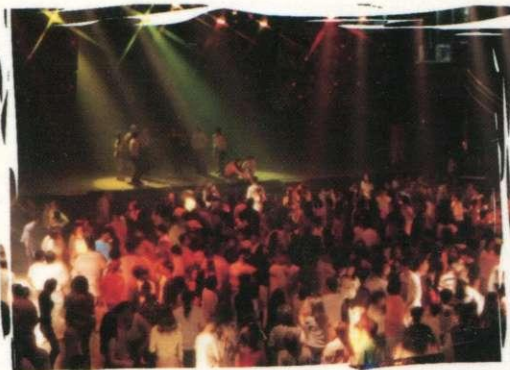
Fine dining focuses on quality Chinese, Thai, Italian, Indian and French cuisine. Visitors will find they are spoilt for choice.

Whatever the choice - roadside noodle shops or sophisticated restaurants in five-star hotels - value for money and famous Thai hospitality are the common threads.

Seafood

Seafood restaurants command bayside locations in South Pattaya and on Jomtien where diners choose from a live catch stored in tanks.

The variety of seafood is truly amazing. Just as impressive are the bargain prices and the talent of Thai chefs to deliver an array of tasty dishes to the table.



Royal Cliff Beach Resort
ROYAL CLIFF BAY, PATTAYA

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